

MARKETING COMMITTEE MEETING MINUTES
FRIDAY, MARCH 6, 2015
SISTER BAY-LIBERTY GROVE FIRE STATION – 2258 MILL ROAD

The March 6, 2015 meeting of the Marketing Committee was called to order by Committee Chair Shane Solomon at 8:30 A.M.

Present: Committee Chair Shane Solomon and members Kathy Enquist and Drew Bickford.

Absent: Tara Gokey

Staff Members: Village Administrator Zeke Jackson

Others: Paige Funkhouser

Comments, correspondence and concerns from the public:

Solomon asked if anyone wished to address a non-agenda item. No one responded. He then noted that no new correspondence had been received.

Approval of the Agenda:

A motion was made by Solomon, seconded by Enquist that the Agenda for the March 6, 2015 meeting of the Marketing Committee be approved as presented. Motion carried – All ayes.

Approval of the Minutes as published:

A motion was made by Solomon, seconded by Bickford that the minutes for the January 20, 2015 meeting of the Marketing Committee be approved as presented. Motion carried – All ayes.

A motion was made by Solomon, seconded by Bickford that the minutes for the February 6, 2015 meeting of the Marketing Committee be approved as presented. Motion carried – All ayes.

Business Items:

Item No. 1. Consider a motion to convene into closed session pursuant to Wis. Stats., §19.85(1)(e) to deliberate or negotiate the purchase of public properties, the investment of public funds, or conduct other specified public business, whenever competitive or bargaining reasons require a closed session:

Item No. 2. Consider a motion to reconvene into open session:

Item No. 3. Consider a motion to take action, if required:

A motion was made by Solomon, seconded by Enquist that Agenda Item No. 1 – Consider a motion to convene into closed session pursuant to Wis. Stats., §19.85(1)(e) to deliberate or negotiate the purchase of public properties, the investment of public funds, or conduct other specified public business, whenever competitive or bargaining reasons require a closed session; Agenda Item No. 2 – Consider a motion to reconvene into open session; and Agenda Item No. 3 – Consider a motion to take action, if required, shall all be tabled until the next meeting of the Marketing Committee. Motion carried – All ayes.

Item No. 5. Discussion regarding an Operating Agreement between the SBAA and the Village; and consider a motion for action if necessary:

As requested Solomon did meet with the members of the SBAA Board of Directors to discuss the terms of the proposed Operating Agreement between the SBAA and the Village. That meeting proved to be very fruitful and productive, and a draft of a revised Operating Agreement was included in the meeting packets. Paige Funkhouser and Bickford noted that the members of the SBAA Board of Directors did have issues with the term "community-oriented promotional services" which is contained in the draft Agreement as the SBAA's mission is to support the business community. It was the consensus that the previously mentioned term should read, "business community-oriented promotional services".

Jackson noted that the Parks Committee granted approval for the SBAA to utilize Village parklands and properties for all the festivals and events which are listed on their 2015 calendar of events on the condition that a formal Fall Fest wrist banding policy must be created. Lengthy discussion took place regarding this issue, and it was eventually the consensus that a provision shall be added to Section 3.5 of the Operating Agreement which reads, "The SBAA will ensure that all persons who consume alcoholic beverages outdoors during the festivals and events which appear on the SBAA's approved calendar of events will be charged a wrist banding fee of no less than \$2.00."

At 9:14 A.M. a brief recess was taken and the Committee reconvened at 9:20 A.M.

The question arose as to why the Marina was required to pay annual membership and website/brochure listing fees, and Funkhouser and Bickford responded that all the Village's amenities, including the Marina and Boat House, are mentioned in a number of locations on the SBAA's website and in the Sister Bay brochure, and no fees are charged for any of those listings. The previously mentioned fees were incurred because two years ago Wendy Tatzel, the Marina Manager, decided to have additional marketing done for the Marina and Boathouse. The \$220 is the same fee any other business owner would have to pay for the type of marketing Tatzel chose to have done. It was the consensus that the final sentence of Section 2.4 of the Operating Agreement shall be deleted and replaced with a sentence which states that the Village of Sister Bay will receive the same benefits as any other business owner who chooses to pay membership and website/brochure listing fees.

During the review process a few grammatical revisions and formatting changes were suggested and Jackson took note of all of them.

A motion was made by Solomon, seconded by Bickford that Jackson shall see that all the revisions which were agreed upon at this meeting are made to the draft Operating Agreement between the Village of Sister Bay and the Sister Bay Advancement Association. A copy of the revised document shall be provided to the SBAA Board of Directors for review and comment ASAP. Motion carried – All ayes.

Funkhouser and some of the SBAA Board members have already spent a considerable amount of time helping to organize and plan "Midwest Sunsplash", and Jackson believes it would only be fair for some sort of mechanism to be created whereby the SBAA could use that event as a fundraiser. The suggestion has been made that the SBAA be allowed to solicit sponsorships. Another option would be to allow that organization to sell beer and alcohol during the festival and retain a portion of the profits which are realized.

1 Funkhouser and Bickford stated that they believe they could get a sufficient number of
2 volunteers to work at a beer stand. They also believe such a venue would be an excellent
3 testing ground for whatever I.D. wrist banding policies and procedures are established.
4 Work is ongoing on the drafting of a contract between the Village and the organizers of
5 "Midwest Sunsplash", and, therefore, a decision should be made regarding this issue soon.

6
7 *It was the consensus that the SBAA shall be allowed to sell beer and alcohol at "Midwest*
8 *Sunsplash" on the condition that a formal I.D. wrist banding policy must be established*
9 *and adhered to. An agreement will be drafted which addresses how any profits which are*
10 *realized as a result of the beer and alcohol sales will be distributed.*

11
12 **Item No. 4. Consider a motion to approve the purchase of an inflatable movie screen and**
13 **projector; and consider the allocations which should be made for programming:**

14 The Village and the SBAA are considering showing movies in the park during the
15 upcoming "season". If movies are to be displayed it will be necessary for a technician to
16 have access to a movie screen, projector and sound board. Neither the Village nor the
17 SBAA own any of the previously mentioned equipment, and, therefore, Jackson
18 investigated the portable movie screen, projector and sound board options which are
19 available, and presented specifications and cost estimates for those items. If the equipment
20 is purchased, representatives of some local groups have informed Jackson that they may be
21 interested in renting it.

22
23 The SBAA Board of Directors addressed this issue at length at their meeting yesterday.
24 Funkhouser did research regarding the cost of the preferred screen and equipment, and
25 discovered that it will cost approximately \$6,500. Since work will be done on the Bay
26 Shore Drive and Beach Reconstruction Projects this year's "season" will be very short, and,
27 therefore, the SBAA Board of Directors decided not to purchase the equipment this year. If
28 they do decide to show movies they will rent the necessary equipment. This issue will be
29 re-addressed by the SBAA Board of Directors when work is done on the SBAA's budget for
30 2016.

31
32 Solomon suggested that a workable solution to the previously mentioned problem may be
33 for the Village to purchase a movie projector, screen and sound board and enter into a
34 rent-to-own agreement with the SBAA. It was the consensus that this would be a good
35 idea.

36
37 *A motion was made by Enquist, seconded by Bickford that the Marketing Committee*
38 *authorizes the expenditure of up to \$6,500 for the purchase of a portable movie screen,*
39 *projector and sound board. Jackson shall see that a rent-to-own agreement between the*
40 *Village of Sister Bay and the SBAA Board of Directors is drafted with respect to that*
41 *equipment. The rent-to-own agreement shall be presented to the Committee members for*
42 *their consideration ASAP. Motion carried – All ayes.*

43
44 **Item No. 6. Consider a motion to discuss matters to be placed on a future agenda or**
45 **referred to a committee, official or employee:**

46 It was the consensus that the following items shall be addressed at the next meeting of the
47 Marketing Committee:

- 1 • Consider a motion to convene into closed session pursuant to Wis. Stats.,
2 §19.85(1)(e) to deliberate or negotiate the purchase of public properties, the
3 investment of public funds, or conduct other specified public business, whenever
4 competitive or bargaining reasons require a closed session:
- 5 • Consider a motion to reconvene into open session:
- 6 • Consider a motion to take action, if required:

7
8 **Adjournment:**

9 *A motion was made by Bickford, seconded by Enquist to adjourn the meeting of the*
10 *Marketing Committee at 10:19 A.M. Motion carried – All ayes.*
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13 Respectfully submitted,

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15 Janal Suppanz,
16 Assistant Administrator
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